

The story of Nestles

Autor(en): **[s.n.]**

Objektyp: **Article**

Zeitschrift: **The Swiss observer : the journal of the Federation of Swiss Societies in the UK**

Band (Jahr): - **(1947)**

Heft 1060

PDF erstellt am: **14.08.2024**

Persistenter Link: <https://doi.org/10.5169/seals-686903>

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believed that the notes have been forged or circulated by secret agents during the German occupation of France.

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An exchange scheme similar to the one already agreed upon for employees in the hotel trade is now being negotiated for engineering students. The following particulars are taken from the "*British Bulletin of Commerce*," January 11th:—

"The Gauge and Tool Makers' Association is negotiating with the Director of Zurich University, Zurich, Switzerland, for a regular interchange of engineering students on a reciprocal basis.

Under the scheme envisaged, Swiss engineering students will come to England in 1947 during their long vacation and obtain temporary employment in member-firms' workshops; and, where satisfactory arrangements can be made, will live during their stay in England with the families of works personnel in order to get to know the English way of family life.

Similar facilities will be offered by Swiss precision engineering firms to British students.

The Association feels that a scheme of this nature will be useful not only for the technical training of young people but for the development of trade and the promotion of goodwill and understanding between Great Britain and Switzerland.

The Director of Zurich University is coming to England early in the year to discuss the scheme with the Association in further detail."

* * *

A record, even compared with pre-war years, is registered in the import of motor-cars for December last which amounted to about 1,800 (December 1945 no more than 190). Figures of the different makes are not yet available but the predominant position of English and French cars has been captured by America. A newcomer is Italy which sold us last December 60 cars.

ACADEMY CINEMA

presents

DOMINO (A)

with

Fernand Gravey and Simone Renant.

A society comedy in the best French manner, "DOMINO" is a film which should appeal to all who enjoy light-hearted, sensitive acting, and sophisticated, clever and slightly amoral dialogue and situation.

The story of "DOMINO" is taken from the play by Marcel Achard, and the charming and witty dialogue was adapted for the film by the author himself. The title role is played by Fernand Gravey, well-known not only to French but also to American and English audiences. One of his best known American films was "The Great Waltz" which he made in Hollywood under the direction of his fellow-countryman, Julien Duvivier. Blonde Simone Renant, who plays opposite him is a new-comer to audiences over here.

In the programme with "DOMINO" will be "The Adventures of Don Quixote" — a re-edited version of G. W. Pabst's "Don Quixote" with Chaliapine and George Robey.

This new programme at the Academy will commence on Friday, February 1st.

THE STORY OF NESTLÉ'S.

As told by "*News Review*," January 16th, 1947.

For more than 70 years fat round tins of condensed milk with a "Nest" trademark have been rolling out of Switzerland and going round the world. Red-wrapped packets of milk chocolate, invented by chance, have been tumbling after them. From Saskatoon to Hankow and from Middlesbrough to Melbourne, round-faced babies have thriven on tinned diets from the Swiss condenseries. In a lavishly produced book *This Is Your Company*, the Nestlé organisation tells its workers how it has all happened.

It was an American who first thought of making condensed milk in Switzerland. In 1860, CHARLES PAGE, sent from Washington to Zurich as United States Consul, quickly saw that Switzerland would be fine for developing the newly founded American condensed milk industry.

By 1866, he had formed the Anglo-Swiss Condensed Milk Company, with his brother George in charge. They built a factory at Cham, a tiny village surrounded by herds of dairy cows.

At about the same time, in the town of Vevey on the shores of Lake Geneva, 120 miles to the south, a chemist named *Henri Nestlé* had his first success after many years of experiments trying to produce a new type of infant food. Local doctors were enthusiastic when shown his discoveries. To the tiny workshop in his hillside house. Nestlé invited a group of his friends. They put up a million Swiss francs to found the Henri Nestlé Company to sell the new milk food to the world's babies.

Next door to the Nestlé factory lived DANIEL PETER, a black-bearded chocolate maker who had long been trying to make milk chocolate, but had never been able to get the right mix. Gossiping over a drink one day, the foreman of the two factories hit on the bright idea of mixing some of Nestlé's milk with some of Peter's chocolate. They made the mix in one of Nestlé's machines, then took it across to Peter's plant for processing. The result was a sensational success. Milk chocolate was born.

By 1905, the Nestlé Company and the Anglo-Swiss Condensed Milk Company had amalgamated into a 40,000,000 franc combine. With one tricky period between 1921 and 1926, when the balance-sheets showed losses, it has been growing ever since. Now, headed by Swiss-born Dr. EDOUARD MULLER, it runs milk, chocolate and Nescafé factories all over the world, has agents in Iceland, Khartoum and Addis Ababa, carries supplies of fresh milk on the backs of mules to its Ocotlan factory in Mexico.

Its conclusion: "Like any good milkman, Nestlé's has always had to get up early and go far for its customers."

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